

## **ITEM 8**

### **REPORT TO CABINET ON DECISION TAKEN BY THE LEADER**

#### **Garden waste kerbside promotion summer campaign**

##### **Situation:**

Further to the consideration given by the Waste Strategy Panel to a promotion to be launched by the end of July to boost participation in the garden waste kerbside subscription service, with the aim being to lift recycling rates and achieve income without incurring significant additional costs, the Panel recommended that new subscribers joining during the campaign which would run to the end of August would be provided with a free bin (normal charge £20). The promotion would also highlight that the subscription charge for the remainder of the year is only £20. The Panel understood that the promotion will be particularly targeted at new housing areas in Dunmow where the Council would have the capacity to serve a significant number of new subscribers, but any Uttlesford resident joining the scheme will be eligible for the free bin.

##### **Decision of the Leader**

I agree as Leader of the Council that the promotion being recommended by the Waste Strategy Panel, requiring a variation to the fees and charges previously agreed, be implemented.

Cllr Jim Ketteridge  
15 July 2013

**Contact officer: Roger Harborough, Director of Public Services telephone (01799) 510457).**